INSTRUCTIONS FOR BALLOT IB

Dear Panelist:

One of our clients is interested in learning what cigarette brands you are aware of and how you feel about those brands.

On the attached ballot most menthol cigarette brands are listed. Read the list and cross out the name of each brand you have not heard of.

For the remaining brands check the one column after each brand which best describes how you feel about the brand.

When you have finished, please return your ballot in the enclosed postage paid envelope.

Thanks for your cooperation.

Cordially,

A. F. Cantile

A. F. Cantile
Panel Leader

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Source: https://www.industrydocuments.ucsf.edu/docs/tkxk0000

BALLOT IB

Cross out the brands you have not heard of. (These are all menthol brands.)	If my own brand were not available... (check one) I would definitely consider buying this brand.	I would definitely not consider buying this brand.	I would not know enough about this brand to consider buying it.
Saratoga Menthol			
Real Menthol			
Kool			
Kool (Longs) 100's			
Kool Milds			
Kool Super Lights			
Winston Menthol 100's			
L&M Menthol 100's			
Newport			
Newport 100's			
Merit Menthol			
Merit Menthol 100's			
Benson & Hedges 100's Menthol			
Doral Menthol			
Salem			
Salem 100's			
Salem Lights			
Salem Long Lights (100's)			
Silva Thins Menthol			
Marlboro (Green) Menthol			
Kent 100's Menthol			
Kent Golden Lights Menthol			
Virginia Slims Menthol			
Pall Mall 100's Menthol			
Carlton Menthol			
Now Menthol			
Vantage Menthol			
Belair			
Belair 100's			
More Menthol			
True Menthol			
True 100's Menthol			
Eve Menthol			

What is your regular brand? (specific name) _____

Is it ☐ Menthol or ☐ Non-Menthol
☐ Filter or ☐ Non-Filter
☐ Regular Length or ☐ 100mm/120mm

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